

Concordia University
Faculty Council of the John Molson School of Business
Minutes of the meeting held Friday, May 18, 2007

JMSB-2007-05M

Present: J. Tomberlin (Chair)
J. Ahmad (Econ.), J. Allison (News@C) K. Argheyd (Mana.), B. Barbieri (Mktg.), S. Betton (Fina.), D. Carosielli (Reg.), B. Desai (Comp.Sci), I. Dostaler (Mana.), A. Fagnoli (Reg.), J. Freed (Finance), K. Fiddler (OADR), S. Goyal (DS&MIS), M. Horst (TESL), , M. Islarn (Acco.), G. Kersten (DS&MIS), A. Komourdjian (CASA), M. Magnan (Assoc.Dean), A. Mohummed (CASA), C. Mota (Media R.) M. Mulrennan (SGS), F. Nebebe (DS&MIS), S. Nelson (Staff), K. Nolan (Reg.), D. Peltier-Rivest (Acco.), I. Rakita (Fina.), S. Robinson (Acco.), C. A. Ross (Mktg.), M. Sharma (DS&MIS), I. Sendek (Lib.), L. Wong (Staff)

Absent with regret: E. Abou-Zeid (DS&MIS), A. Ahmad (Fina.), C. Baratto (CASA), L. Calip (CASA), B. Campbell (Econ.), B. Chungwing (CASA), S. Danaie (Facil.), A. Dinut (CGSA), T. Field (Mana.), M. Gagné (Mana.), B. Ibrahim (Assoc. Dean), L. Katsanis (Mktg.), R. Knitter (Mana.), C. Lajeunesse (Pres.), K. Lefebvre (CASA), J. Lim (Mktg.), T. Lituchy (Mana.), P. Pazzia (CASA), P. Renaud (CASA) R. Schier (CGSA), M. Singer (Provost)

I Call to Order

II Closed Meeting:

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

It was agreed that M. Magnan would forward the name of the winner of the MBA Medal to the Registrar as soon as possible.

- ii) Nominations for the JMSB Distinguished Teaching Award – JMSB-2007-05A-01
G. Kanaan described the process followed by the committee.

It was moved by G. Kanaan and seconded by M. Sharma that Council receive the recommendation of the Distinguished Teaching Award Committee to grant the full-time award to Abraham Brodt, Department of Finance.
The motion was carried unanimously.

III Open Meeting

IV Approval of Agenda – JMSB-2007-05A

On a motion duly seconded (M. Sharma, S. Goyal) the agenda was approved.

V Approval of the Minutes – JMSB-2007-04M

On a motion duly seconded (M. Sharma, B. Barbieri) the minutes were approved with the following amendment: page 1, item VI, line one – insert in April, following B. Landry.

VI Chair's Report and Question Period (15 minutes)

J. Tomberlin stressed the importance of faculty members attending Convocation on Tuesday June 19. He reported the success of the Learning Assessment Workshop held May 16th and emphasized the need for work to

[REDACTED] the undergraduate programs and the MBA program be developed, applied and analyzed this fall.

With regard to the JMSB budget, the Dean reported that a small surplus was anticipated this year. However he noted that this was achieved at the expense of falling below AACSB minimum standards for full time

faculty. The good news is that, with the support of the Provost and the tremendous efforts of the department Chairs, twelve new full-time faculty members have been hired this year. With regard to the university budget, he reported that the province's revision of the weighting system for FTEs has had a negative impact on Concordia, the only Quebec university that did not have a deficit. The social sciences were particularly affected as was the weighting of Masters Programs. As a consequence, the university will present the Board with budget that forecasts a \$10M deficit this year and possibly the next year at the June meeting. In addition, the formula for allocating monies to and within the academic sector has been revised. The total allocation to the academic sector will have a significant increase. The major change involves funding for new hires. Until now, each Faculty has paid faculty salaries from their operating budgets. This year is a transition year where a centralized salary pool will be established funded in part by the salaries of faculty members who leave. Faculties would continue to pay part-time faculty and limited term faculty members from their operating budgets. The benefits of the central salary pool are two-fold. It removes a huge burden from the Faculties inasmuch as there is no control over the evolution of salaries and it allows the university to set institutional level priorities for hiring in the future. It will be the responsibility of each Dean to negotiate with the other Deans for new hires. This year the JMSB hires will be paid from the central pool. This is good news for the JMSB where faculty losses have been the lowest and new hires, thanks to the support of the senior administration, have been the highest in the last seven years. On behalf of the JMSB, J. Tomberlin expressed his appreciation to the President, the Provost and the Faculty Deans for their recognition of JMSB's hiring and financial needs.

VII Elections

- i) JMSB Distinguished Teaching Awards Committee
D. Moscovitz was elected by acclamation as the part-time faculty representative to serve on the JMSB Distinguished Teaching Awards Selection Committee for a one-year term effective June 1, 2007 and terminating May 31, 2008.
- ii) JMSB Awards Committee
One full-time faculty member replacing I. Dostaler while on sabbatical leave for the second year of a two-year term beginning June 1, 2007 and terminating May 31, 2008.
This item will be brought forward to the September meeting of Council.

VIII Business Arising from Previous Meeting

- i) Media Relations presentation – Guest: C. Mota (*15 minutes*)
On a motion duly seconded (G. Kanaan, M. Sharma) Council granted speaking privileges to C. Mota, Director, Media Relations.
C. Mota reported that for the past seven semesters Media Relations has contracted a company to analyse and provide comparisons of Concordia's media coverage with thirteen other sister institutions in Quebec and across Canada. Concordia's coverage shows a steady increase locally in positive news and a significant decrease in negative news. The share of media audience at the national level is poor with the exception of the expertise guide. The JMSB has the highest media profile in the university. The win of the 2006 International MBA Case Competition was particularly well covered. Concordia places fourth in Quebec coverage preceded by McGill, Université de Montréal and Laval. Canada-wide Concordia places mid-point following Queen's, McGill, Western and the University of Toronto and ahead of Simon Fraser, UBC, and McMaster. The value of this service was estimated at \$900,000 for the last semester and \$1.4M for the previous semester, a price far beyond the limited budget of the university.

C. Mota provided an overview of the activities of Media Relations that include training for interviews, photo shoots, working with the Faculty Communications Officers in developing the expertise guide and promoting media interest in research activities, and with the Operations Committee of the VP Services. She advised that only 27% of JMSB faculty members have made submissions to the expertise guide and that she would be contacting everyone soon again with the goal of increasing participation. She presented a preview of the new user-friendly website that provides the media with a guide to experts, a list of hot topics, archives, photos and a featured

researcher of the week. She informed faculty members that research will be a priority this coming year and encouraged them to keep her informed because many JMSB faculty members were publishing in areas of great interest to journalists.

IX Report: Research

There was no report. Associate Dean Ibrahim was away representing the JMSB at the meeting of the Canadian Federation of Business School Deans

X Faculty Academic Program Committee Report

- i) Proposed Curriculum Changes to the MBA Program for the 2008-2009 graduate calendar – JMSB-2007-05A-02

It was moved by M. Magnan and seconded by D. Peltier-Rivest that Faculty Council approve the proposed curriculum changes for the MBA Program for the 2008-2009 graduate calendar as described in document JMSB-2007-05A-02.

M. Magnan outlined the changes and explained that the revisions had been discussed by the Program Committee during the fall and winter, and approved with minor revisions by the Academic Program Committee and the Graduate Curriculum Committee of the School of Graduate Studies. Program Committee members include B. Barbieri, S. Goyal and B. Shapiro.

During the discussion, the mover and the seconder agreed to amend the document as follows: Revise the first sentence on page 5 of the proposed text for admission requirements to read "Applicants for the John Molson MBA" to distinguish the program from the private MBA programs and revise the objectives listed on page 4, item 5 of program objectives to include a reference to the physical environment.

It was agreed that other editorial changes will be taken care of by M. Magnan.

The motion was carried unanimously.

- iii) Proposed Curriculum Changes to the DIA/DSA Certificate Programs, the DSA Program and the DIA Program for the 2008-2009 graduate calendar - JMSB-2007-05A-03, JMSB-2007-05A-04, and JMSB-2007-05A-05.

It was moved by M. Magnan and seconded by G. Kersten that Faculty Council approve the proposed curriculum changes to the DIA/DSA certificate programs, the DSA Program and DIA Program for the 2008-2009 graduate calendar as described in documents JMSB-2007-05A-03, JMSB-2007-05A-04, and JMSB-2007-05A-05.

M. Magnan explained that documents JMSB-2007-05A-03 and 04 were inter-related with JMSB-2007-05A-05 by folding the DSA program into the GDBA and eliminating the certificate programs.

Focusing on document JMSB-2007-05A-05, M. Magnan highlighted the rationale for the revisions that allow JMSB to offer a general business diploma to students with degrees other than business. Concordia students would be the first marketing target. He noted the success of similar programs offered by HEC and McGill.

A discussion ensued concerning the acronym for the program. It was pointed out that DBA would be misleading because it was widely recognized as Doctor of Business Administration. It was suggested that the acronym be GDBA. Others suggestions include GDA, GDM, and DIA. One faculty member indicated that changing the name would reinforce the fact that a new program was being offered.

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A straw vote was taken on the suggested acronyms. The result was: 16 for GDBA, 3 for GDA, 5 for GDM and 0 for DIA.

The mover and the seconder agreed to consider the revision of the acronym to GDBA as a friendly amendment.

It was moved by S. Goyal and seconded by B. Desai that the designation for the Diploma in Business Administration, DBA, be changed to Graduate Diploma in Business Administration, GDBA.
The motion was carried unanimously.

In response to a question about duplication of MBA core courses, M. Magnan explained that the course content would be similar, but the level of teaching, the materials and the instructor's expectations of students' performance would differ from the MBA courses. With regard to a question about the students' ability to transfer to the MBA without repeating the core, he explained that a comparison can be made with the students in the accelerated MBA program. GDBA students who wish to transfer to the MBA would be required to score well on the GMAT and perform at the same level as other MBA students. As to a concern that low enrolment GDBA courses would be combined with MBA courses as was done in the past, M. Magnan expressed his confidence that, based on the many applications from students who lack work experience and GMATs, there would be a large demand for the program to amply fill classes. In addition appropriate scheduling and marketing efforts will take place prior to the September 2008 launch of the program

The motion was carried (17 in favour, 1 opposed – K. Argheyd, 0 abstentions)

XI CASA Report

A. Mohammed reported that the graduation ball, sponsored by the Alumni Association, would take place on June 15 at the Intercontinental Hotel and invited everyone to attend. He advised the turnover to the new executive has been completed. He thanked everyone for the opportunities and learning experiences he enjoyed working with the JMSB faculty over the last two years. G. Kanaan thanked A. Mohammed and his team for their excellent work this year.

XII Staff Report

L. Wong advised that it was her last Council meeting as staff representative. She thanked Dean Tomberlin for his continuous support for JMSB staff members, M. Howell for her guidance and M. Sharma for his constant willingness to lend a hand. She introduced J. Longo, CIT Program Analyst, her replacement for the next two years.

XIII Report: Masters and Diploma Programs

M. Magnan reported that enrolment for Masters programs for fall 2007 were higher than last year's.

XIV Report: Undergraduate Programs, Academic and Student Affairs – JMSB-2007-05A-06

G. Kanaan's report, document JMSB-2007-05A-06, was received.

XV Reports from School Representatives on University Committees

iii) Senate Academic Planning and Priorities

On a motion duly seconded (C. A. Ross, M. Magnan) Council granted speaking privileges to C. Draimin, JMSB representative of SCAPP.

C. Draimin reported that the committee will report to Senate on their deliberation of several challenges in the document entitled Moving Ahead.

There were no reports from the representatives of the following committees:

- i) University Senate

- ii) Arts and Science Faculty Council
 - iv) Senate Academic Programs Committee
 - v) Senate Research Committee
 - vi) University Library Committee
 - vii) Undergraduate Scholarships and Awards Sub-committee
 - viii) Board of Governors
 - ix) Council of the School of Graduate Studies
- XVI CGSA Report
- XVII New Business
- XVIII Other Business
 - i) Summer Quorum – one-third of the membership
On a motion duly seconded (B. Barbieri, G. Kersten) a summer quorum of one-third membership was approved.
 - ii) External Representation for 2007-2008 Council of the John Molson School of Business
On a motion duly seconded (B. Barbieri, S. Betton) it was resolved that one representative from the departments of Facilities Management, Computer Science and TESL be invited as members of the 2007-2008 Faculty Council.
- On behalf of the members of Faculty Council, B. Barbieri thanked Dean J. Tomberlin for his six years of dedication to carrying out the most important mandate of the JMSB and the university and expressed their appreciation for his efforts and accomplishments.
- XIX Adjournment
On a motion duly seconded (B. Barbieri, S. Betton) the meeting was adjourned at 12:05 p.m.
- XX Next meeting
The next regular meeting of the JMSB Faculty Council will take place in early fall, 2007. The 2007-2008 schedule will be sent to members of Council in mid-August.